Safe Sleep for Babies PSA (:60)

In the 1990s when "back to sleep" recommendations were introduced, there were dramatic reductions in baby deaths during sleep. However, since the late 1990s, declines have slowed. Every year, there are about 3500 sleep-related deaths among babies in the United States.

Create a safe sleep environment for babies. Place them on their backs for all sleep times—naps and at night. Use a firm sleep surface, such as a mattress in a safety-approved crib. Keep blankets, pillows, bumper pads, and soft toys out of the sleep area. Room share but don't bed share with babies. These practices can help lower the risk of sleep-related infant deaths, including sudden infant death syndrome, or SIDS, accidental suffocation, and death from unknown causes.

Health care providers should advise caregivers on safe sleep recommendations before and after the baby is born.

To learn more, visit cdc.gov/vitalsigns.